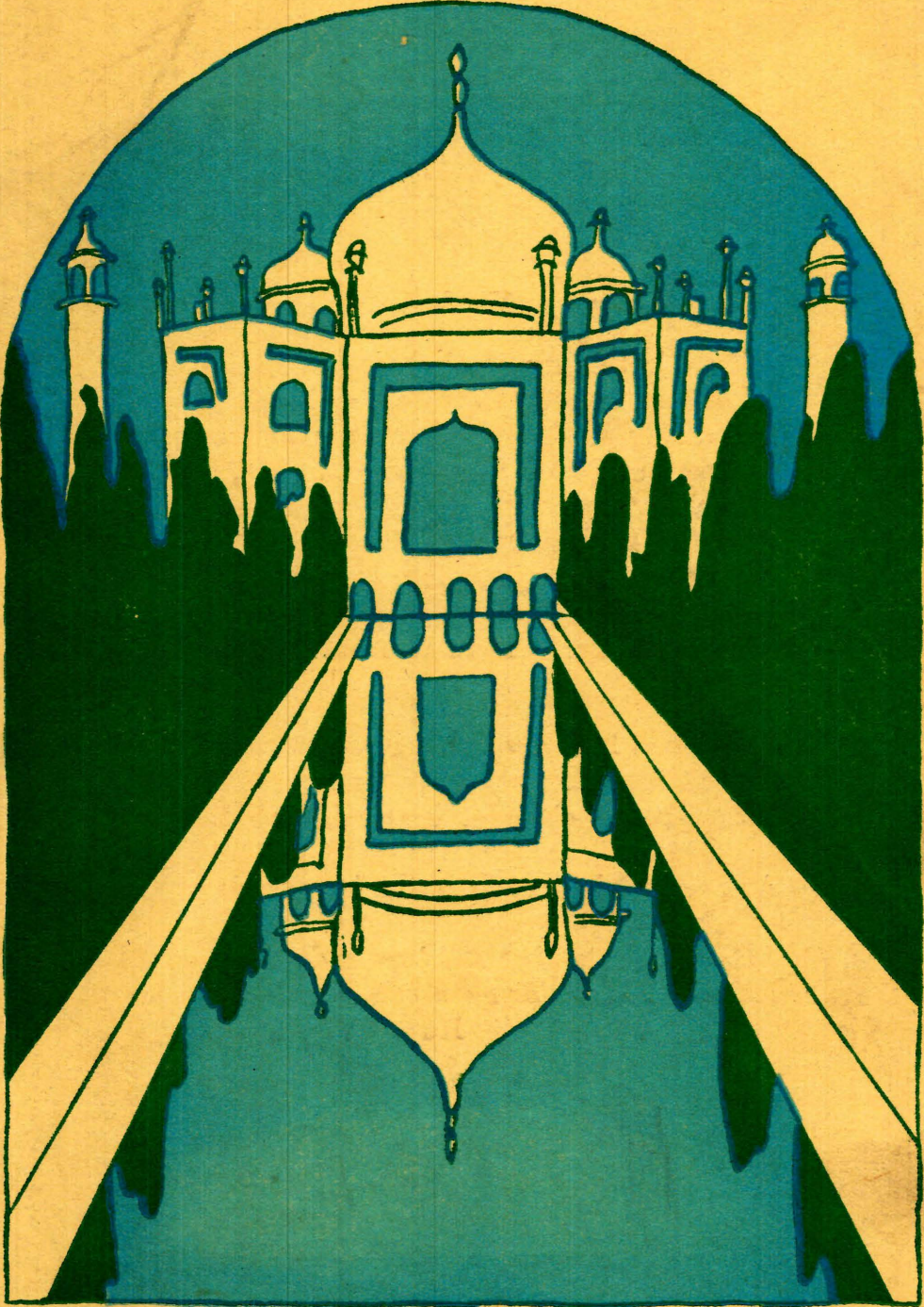


The STORAGRAM



©CTOBER

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

Work

Let me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market-place or tranquil room;
Let me but find it in my heart to say,
When vagrant wishes beckon me astray,
"This is my work; my blessing, not my
doom;
Of all who live, I am the one by whom
This work can best be done in the right
way."

Then shall I see it not too great, nor small,
To suit my spirit and to prove my powers;
Then shall I cheerful greet the laboring
hours,
And cheerful turn, when the long shadows
fall
At eventide, to play and love and rest,
Because I know for me my work is best.

Henry Van Dyke.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VI

Pittsburgh, Pa., October

No. 8

The Kaufmann Ideal of Service

To be courteous to customers and fellow-workers; to be interested in the work at hand and that ahead; to remember that the Golden Rule is a workable business maxim; to make to-day's shortcomings the basis for tomorrow's successes; to cultivate enthusiasm; to learn the joy of achievement; to appreciate the beauty of a well performed task, no matter how small.

First Buyers' Meeting of the Fall Season

On Thursday evening, September 10, the buyers and department heads had their first meeting of the season in the Main Restaurant. Mr. Kuehn, president of the Buyer's Association, opened the meeting and gave a brief talk welcoming the buyers who had been in Europe this summer. He also expressed the deep sorrow of the Association in the recent death of Miss Coleman. He ended his brief introductory talk with the hope that everyone would express themselves freely at the association meetings and gain a great amount of help from them.

Mr. Abbott then regaled the assembled executives with an account of his trip to Europe. No one else could do justice to Mr. Abbott's description of his trip and we have given it in his own words on another page.

Mr. Wolf, who spoke next, suggested that a man who could see as much in four days as Mr. Abbott did, could make Nurmi's record look pale.

The theme of Mr. Wolf's talk was the importance of the early fall season in the merchandising field. At this time, it is essential that service, displays, and merchandise all should be at their best. Style changes give people the fever for "shopping around," and the type of merchandise offered and service given have a great influence in gaining the customer's trade for his fall and winter needs.

Another subject which he took up was the use of our own trade names. Trade names most recently registered by Kaufmann's are:

Cavalier, Jr.—Boys' Clothing

Baby Adoria—Infants' Clothing

Miss Adoria—Girls' Clothing 2-14 years.

Trade names should be a valuable asset to a store and trade-marked merchandise should be of a quality representative of the store. These trade names "Cavalier" and "Adoria" are used only in products of the highest quality so that any customer will be proud to show a garment containing that label.

Mr. Wolf ended his talk with an enthusiastic appeal to the buyers to make Kaufmann's the style center of Pittsburgh.

Mr. E. J. Kaufmann began his talk with the confession that he had caught and lost many fish thinking about business, and that the idea had come to him that business was in one respect like fishing. We think we have a bass and then it "throws the hook" as we pull it in. Just so do the solutions of many business problems escape us.

Referring to a talk which he had recently given on "Applying the Principles of a Department Store to a Utility Corporation," he said that their greatest problem was to interest the public in their business. That, too, is the most important problem of a department store. At the present time, when many retail establishments offer their bonds to the public just as other corporations have been doing for years, people are interested in stores as business organizations as well as places for satisfying their merchandising wants.

The most important thing to the public today is not whether an article costs a little more or

a little less, but that they can come to Kaufmann's and find here the largest variety of merchandise under clean and happy surroundings, with courteous and interested service. They are interested in a store which will provide the best and easiest means of making their homes comfortable and modern, and selecting the clothing they desire.

There are two certain defined ways of interesting the public in a store. Firstly, the oldest way has been newspaper advertising, which has been successful, but that in itself does not make for the best store. Advertising must be linked up with the proper personnel, and above all, the management and its staff must appreciate that they must have complete stocks and show the merchandise under happy and clean conditions.

Secondly, the employees of a store must feel that they are working in the best store and that they are working to an ideal.

If you can get your employees to work to an ideal, they will spread this ideal through the community, through their religious, fraternal and social contacts, and 3000 employees spreading this gospel throughout Pittsburgh by word of mouth is infinitely more important than newspaper advertising.

But in each store, there are three kinds of employees:

1. The employee who simply works and is like an automatic machine—he is neither ambitious nor selfish.

2. The employee who works for his \$3.00 a day—this one is purely selfish.

3. The employee who works to make Kaufmann's a better place for the community to shop—this is the idealist; he is neither an automatic machine nor is he selfish. He is working to make things easier for his co-workers and to make it easier for the community that comes in to shop."

Mr. Kaufmann used the illustration of visiting a quarry where there were three stone masons: "I asked the first one what he was doing, and he answered that he was just cutting stone. He was the automatic man.

When I asked the second what he was doing—he replied, that he was working for \$7.50 a day. He was the selfish one.

And when I asked the third what he was doing—he was cutting marble for the greatest Cathedral in the world. He was doing the best he knew how, by his years of experience, to make the marble smooth and beautiful and he had a vision before him all the time of how it would look in the finished structure. He wanted it to be beautiful so it would be a pleasure to the people who came there to worship. He loved his work.

We need more idealists and lovers in our business. If we had more of this type of employee, our store would realize its ideals in a much shorter time."

Mr. Oliver Kaufmann, whose talk was last, spoke of the pleasure he anticipated in assuming the direct responsibility as Head of the Personnel Department.



A View of the Picture Department (Ninth Floor)

Have you visited the Picture Department which has recently settled in its new home on the Ninth Floor? Larger floor space and more room for display enables the beautiful objects in the department to be shown to the best advantage. The merchandise in the department includes pictures, mirrors, picture frames, and a small line of decorative—utility gifts, such as fire screens, telephone containers and book-ends.

Especially noteworthy in the display of mirrors are the Venetian carved glass ones, which have the graceful shapes of Cathedral windows and are a revival of the mirror designs of the

Fifteenth Century. Among the pictures are original oil paintings, and a great variety of imported colored prints. There are handcarved frames for the pictures for desk or dresser, and other handcarved frames from Belgium for larger pictures.

The department is now on the Ninth Floor in the Cherry Way—Diamond Street corner of the building. Located next to the Oriental Rug department, it is a quiet spot where one can select pictures, mirrors, and frames at leisure. Mr. Ross has received many commendations on the new arrangement.



New Buyer in the Blouse Department

Miss Seaver, who had been assistant to Miss Eva Finan, returned to the store, after three months' absence, as buyer of blouses and sweaters. Miss Seaver has had considerable experience in a wholesale blouse firm in New York City, and had formerly been assistant buyer in the Blouse Department in another department store. Every one in the department has the friendliest feeling for Miss Seaver, and is delighted to have her with them again.



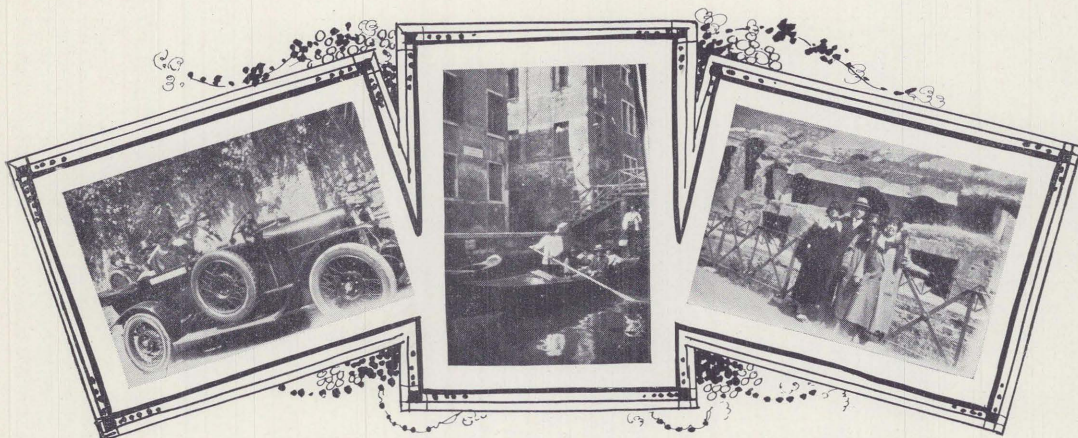
To Our Employees:

May I at this time express my personal appreciation to you of the united effort you have made to carry out the rule on dress regulations.

Members of the selling departments and offices look well-dressed and business-like, and we trust that this condition will continue.

I thank you for your co-operation.

O. M. Kaufmann.



Mr. and Mrs. Abbott, Mrs. Hale and Miss Giltenbooth in Venice and Rome

Europe—From the Diary of Mr. Abbott

Seeing Europe in three months is quite a task. But I believe I saw more, covered more territory, and gained a better mercantile and tourists' knowledge than most people do in twelve months. Naturally I went primarily on business, but was told by Mr. E. J. not to overlook a little pleasure and do as much sightseeing as possible, not forgetting business.

We sailed from America on May 16th and I will say that America is a great country. All of us who were born here or have adopted this as their country should realize that we could never be happier or better off in any other part of the world. This is truly the land of opportunity.

Europe is the Old World and rightfully called such. She is old, but she is unique, extremely interesting, and rich in history, art, churches.

We had a good trip over-not seasick one moment, no doubt to the disappointment of some of our good friends. It is a great life on ship board-lots of rest good food, plenty of amusement, and hosts of good friends.

Now for a brief story of the trip. Landing at Southampton, we went to London and after two weeks there still do not know how to handle English money. As for the language, I did understand it, but met an old friend who had difficulties with it. He had just returned from France and Italy. I asked him how he got along in the foreign countries and he replied, "Fine-but am having a tough time in London. This morning in a restaurant a waiter asked me to please stop smoking, and I replied, Fine, thank you, thinking that he had asked me how I enjoyed the breakfast."

From London, we visited Edinburgh, Glasgow, and then Belfast, Ireland. Back to London and then our trip started to the real foreign-speaking countries.

First we went to Paris, then to Lyons, then to Marseilles where I had the extreme pleasure of stopping at a hotel in a good clean room for the large sum of 17 francs or 85 cents-not so bad.

Up the next morning at five to make a 5:55 train. After a breakfast of hard rolls and coffee with a dishwater taste and look, four of us started with one porter and fourteen bags for the train. The rule in Europe is to get the porter's number and follow him to your train. But it can't be done—he goes one way, and you must go another until you meet again at the train. This time we didn't meet, there was no porter and the train left without us. We discovered that the porter had misunderstood our French or English, so we boarded the 6 o'clock train for Nice. Nice is one of the most beautiful spots in the world, and may I suggest that when you are ready to retire and travel, by all means spend one winter at this place. All the books you have read on the Riviera, do not do it justice.

From Nice, we started to motor to Genoa. Our next stop was Monte Carlo, where we visited the Casino, saw more old men and women gambling than one could see in an old folks home; guess the season was not ripe for the younger element. From Monte Carlo, we started for Italy and all went well until we hit the customs. Then it was discovered, we had to leave a deposit to go through with the machine. It finally developed that they wanted 15,000 lira, meaning \$600.00. Right then and there, the motor trip ceased. We went back to Mentone the last station in that part of France, and took a train. At the first stop in Italy, we had ten minutes to make connections, go through customs, get Italian money, buy tickets. Fortunately we struck a porter who talked a little English, and he helped us through. By the way, the railroad and hotel porters in Europe are at times the most intelligent people you meet.

Finally we made the train and were off to Genoa. Genoa is a very clean, beautiful and busy city. It is one of the most important seaports of Italy. In the morning, we visited the cemetery—rather a peculiar place of interest but well worth seeing. It is noted the world over for its fine monuments of stone and marble made by the

world's most noted sculpturs. We also visited the house where Columbus lived, and several famous churches.

Leaving Genoa at noon we started for Florence where we were to arrive at 8:30. The Grand Hotel of Florence is located on the Arno River, an ideal location. In Florence, we actually worked. It is a great leather, antique, and jewelry market. We also visited the Church of St. Alonzo, which was founded in 394 B. C. later destroyed and rebuilt in the 11th Century and enlarged by the Medici, the Palaszo Veechio, Dante's home, and the Jewelry Bridge, and other places of interest.

From Florence, we went to Rome for one day. There we visited St. Peter's Cathedral, the Vatican, St. Lorenzo Church, the Catacombs, the Coliseum, and other points of interest. From Rome to Venice, where we fed the pigeons in St. Mark's Ssuare, gondoliered on the canals, visited the Lido and the Doge's Palace.

Our next stop was Zurich, Switzerland, where we again breathed the breath of freedom—at least to the extent of getting out of a railroad station without a ticket. From Zurich to St. Gall, and then to Vienna. The people of Vienna are more artistic and nearer the French in their customs, merchandise and workmanship than the rest of Europe. From Vienna to Prague; Coburg, Sonneberg, Lichtenfels, Nuremberg, Munich, Frankfort, Offenbach, Cologne, Crefeld, Brussels and Antwerp, and back to Paris. We had many funny experiences and incidentally in each city managed to see the best art galleries and cathedrals.

Working in Europe is not all pastime. In France and Italy, practically all the merchandise is handmade in the homes. These homes or factories are located in buildings that are three to six stories high, and the visitor must climb the stairs to reach them. Elevators are a rare luxury in Europe.

I visited more than six hundred different manufacturers—covering nearly all lines and placed about three hundred orders. It is interesting to note the different types and styles of goods manufactured in each country. They all have an individuality of their own.

England has good china, wool goods, men's clothing, leather goods and a certain type of novelties. France is a country of individual workers—all artists. Their wares are handsome, beautiful, artistic, and deserve a showing in a store of our type. They are not, naturally, speedy producers. The same applies to Italy whose leather goods, beaded bags, linens, pottery and glassware, are not to be equalled anywhere in the world. Being hand workers and individualists it takes a long time to produce their type of goods. When one gets to Germany, he sees a new type of merchandise and people. The people are full of energy and enterprise, their plants and sample rooms are clean, and they are speeded up for production more on the order of America. I should say they are worth watching. In Germany, one can find the poorest made merchandise in all Europe and some of the best made. There is nothing worthwhile made in other countries, that Germany does not copy and produce on a cheaper scale by machinery. Switzerland is a delightful, clean country and makes high

grade merchandise.

BACK TO PARIS—Just to show their love of art and country, there is an International Exposition of Arts and Crafts in Paris which opened in the spring and is to close in November. No country in the world would do such a beautiful job; words cannot express the splendor of the buildings, architecture, or the merchandise displayed there. Every effort has been made to show the finest and most artistic that can be made. I visited the exposition six times and still have not seen all that is shown. Much of the merchandise now coming in from Europe is copied from the beautiful displays at this exposition.

If we had the same love, for our art and profession that the average Frenchman has, no store in Pittsburgh could surpass us.

If only I could explain what processes merchandise goes through before it is delivered to us, you would be amazed. For example, in Paris I looked at hand made chiffon stockings, and was told that it takes a girl one day to make one pair. In Crefeld, I went through a velvet mill, and it takes one month to make one piece of velvet on a loom. Outside of Chemnitz, I visited a glove factory, where they employ 3,000 people, and much of the work is done outside. I saw every process in the factory from the tanning of the skin to the finishing of the glove, but just how it comes back complete is a mystery to me.

My stay sounds like a vacation but frankly speaking, I loafed only about four days of the entire trip, exclusive of Sundays and I worked on several of these.

Kaufmann's are well represented in Europe. They have offices in London, Paris, Lyons, Florence, Vienna, Berlin, St. Gall, Chemnitz, and Frankfort. It was a pleasure in visiting manufacturers to have them greet us, "Oh, Kaufmann's The Big Store." That is an advantage that many stores do not have. This fact is worthy consideration, that the name Kaufmann is not only seen and known at Fifth Avenue and Smithfield Streets, Pittsburgh, but in all quarters of the world. Kaufmann's European Offices have about 150 employees, all of them thoroughly acquainted with our wants and the majority speaking English as fluently as any of us—and all eager to do things for our store.

Personally I believe in the U. S. A. and believe that we should promote the sale of goods made in America. But there are many things that we do not produce and there are numerous items that Europe can produce at a lower cost than America. Stores that do not send its buyers to Europe or who are not represented over there, must buy their merchandise from importers, who naturally must charge more to cover their overhead than a store in our position. For that reason, Kaufmann's buy direct so that at all times we can supply our customers with the World's Best Products at the lowest possible prices.

To tell the entire story of my trip would cover seven issues of The Storagram and that would be an imposition on your time as well as on our Monthly Paper. I can only repeat that my trip was most interesting, educational and I sincerely trust will be of some benefit to all of us.

The Fashion Show

A new feature of the Fashion Show this year was a special presentation for the employees on Monday evening, September 14. The regular display of new modes was given and in addition, Mr. Heyman, Buyer of Misses Ready-to-Wear, and Mrs. Salomon, buyer of millinery, gave short talks on the merchandise.

Some of the facts given by Mr. Heyman were that 90 per cent of the styles originated in France, that the woollen goods came mostly from New Jersey and Massachusetts, silks from New Jersey, fancy braids and hand work from Paris.

Mrs. Salomon spoke on the best materials for hats for the fall and winter; velours are the prevailing fabric for tailored and sports wear, velvets are seen frequently in the larger hats, and satin with lace makes the ideal hat for afternoon wear. The small hat is very smart and continues to hold its popularity, but the large hat will be worn a great deal with certain costumes. Mrs. Salomon told us that many of the hats shown were imported Paris models, and practically all the rest were copies of French designs.

The first showing of costumes was of negligees—startling futuristic designs in printed silks. Next shown were sports outfits which, as Mr. Heyman mentioned, are becoming more and more important each year. Outfits were shown for riding, skating, or just attractive attire for watching the game.

Suits are very much the vogue this year—ensemble or regular tailored costume. Many lovely ones were shown in a great variety of colors and styles for old and young. Blacks, greys, greens, and tans predominated in the ensembles of wool fabrics combined with silk.

The coats and wraps are straight line as last year's or with modified front or back flares. All of them are made more beautiful by soft fur trimmings.

In the afternoon and evening gowns, satins and velvets with metal trimmings prevailed. Gold and silver woven into the cloth, or added in decorative laces or braids is very impressive and is the smart thing for fall.

The attractive models, enticing music, and beautiful stage setting, all united in making an effective presentation of the garments that are offered in our style departments.

The display of fall styles in the fashion show should have given us valuable information which will be useful to us in selling. Part of our job, especially those of us who sell in style departments, is to know the fashions of the season.

The customer looks to you for proper wearing apparel for fall and winter; consequently you should keep in close touch with the developments of fashion. It should be the pleasant duty of every saleswoman to select a garment for the customer which conforms with style tendencies and which also wins her confidence.

Florida Legislation

A bill has been presented to the Florida legislature providing "that it is against the dignity to this State for any newspaper or other publication to refer to any lady within the confines of this State as a flapper."—What is the legal definition of lady?



Joseph

One of the greatest geniuses of merchandising lives in the Bible, when Egypt was in its glory and ruled a great portion of the Eastern hemisphere.

The story of Joseph is fully expounded in the last fourteen chapters of Genesis. In brief, as all of you remember, Joseph was the favorite son of Jacob and Rachel. His brethren, envying his "coat of many colors" sold him into captivity, from whence he emerges next as the slave of Potiphar, an officer of Pharaoh. Imprisoned on a false charge rendered by Potiphar's wife, Joseph's skill in interpreting dreams gains him his freedom and the favor of Pharaoh.

As he interpreted Pharaoh's dream, so it befell. Egypt was visited by seven years of incredible prosperity. Cattle multiplied, crops were abundant, and commerce flourished.

Joseph, in the role of the highest executive in Egypt, here exercised the merchandising genius that makes him eligible for this column.

During the seven years of prosperity, he exacted from each landowner and citizen of the state a portion of his income, payable in grain and food commodities that could be stored away for future use.

Under his direction, Egypt seethed with building activity. Huge granaries sprang up all over the land. In these were stored the food that was to save Egypt in the time of famine that Joseph anticipated.

When the seven years of famine came, Egypt was in a strong position. As each year passed, and famine took a deadlier grip on neighboring communities that had not been as foresighted and provident as Egypt under Joseph, they came to Egypt for aid. His reserve of grains and foods was great enough to do this, and streams of gold and precious jewels flowed into Pharaoh's coffers, as streams of foodstuffs issued forth from his granaries. Joseph had scored what is probably the first "corner on the market."

When the land emerged from under the cloud of famine, Egypt was the most powerful state in biblical times. Not only had Joseph warded off famine but he had secured crown possession of the soil and 20 per cent of all income from the land, and for the priesthood exemption from taxation.

Harry Broida.

The Canny Scot

A Scotchman called on an attorney the other day and asked him if he could win a certain case which he explained in detail. The attorney listened attentively and finally declared; "I will undertake the case and believe that there is no doubt but that we will win."

"I'm much obliged tae ye", responded Sandy, "but I dinna think I'll gae tae law the noo; the case I've just lain before ye is that of my opponent."

THE STORAGRAM

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4th Floor—MISS MCGOWAN—Furs

5th Floor—MISS MCCORMICK—Millinery

6th Floor—MR. GREER—Wash Goods

MR. ROTH—Barber Shop

7th Floor—MISS LASHER—House Furnishings

8th Floor—MR. NICK KOLLING—Furniture

9th Floor—MR. DERBY—Draperies

10th Floor—MISS HALLEY—Alterations

OCTOBER 1925

The New Reporters

In reply to the question in the September "Storagram", "Don't you want to see your department in the news"? the answer came from all sides, "Of course, we do". And many of the departments proved that they meant what they said by sending in contributions for this issue. Has your department chosen its reporter? If not, it's time to get busy, stir up some excitement, and send on the good news. Four floors as yet have no reporter and certain sections of other floors are not represented.

Those whose names appear in the reporters' staff have given us news or some good contribution and are willing to keep their eyes and ears open all the time for interesting material. But don't think that just because there is a reporter from your department that you cannot send in material. Anyone can send in news.

The staff of reporters is not complete. We are going to add reporters from time to time as material is submitted. Of course, you want your department to appear in the Storagram. So find some one with a good nose for news and have a name from your department to add to the reporters in the November number.

When Work is not Work

There is a certain merchant in a small town whose chief recreation is gardening. From early spring until late fall, he is working in his small plot of ground at every available moment. He spades, plants, he tenderly cultivates his asparagus and strawberry beds and his borders of perennial flowers. He transplants his tomatoes

and cabbages, he carefully cuts and drives the poles for his beans,—he attends to every detail in that garden and it is a garden to be proud of.

His neighbor has a piece of ground the same size which he also attempts to cultivate. He wants an attractive garden and fresh vegetables, but he does not like gardening. He complains that the weeds thrive and the worms eat his vegetables. His garden produces very little and is an eyesore, and yet he puts more energy into it than does his neighbor. To the one man, gardening gives new vigor, to the other it gives a bad temper. The difference is all in their outlook.

The most interesting work in the world can become drudgery if you let your mind dwell on the weeds and worms instead of the result you seek. The most monotonous task can be made attractive if you just know enough about it. You must be able to see your job in perspective—to see how it fits into the surrounding work to recognize how important each detail is in the whole organization. You can gain this broader view by observing, reading and studying.

The salesperson who knows all about his merchandise, who knows how to serve the different types of customers is the one who starts work each morning with a new zest, who never gets mentally lazy or disgruntled, whose interest grows keener each day because it is based on knowledge.

Are You Thin-Skinned

Would you rather be kidded that you're good, or be frankly told you're rotten. If you have the right make-up you'll take criticism gamely and grin, then dig in to prove your criticism wrong. Appropos: the editor asks everyone to criticize the "Storagram". You've often been asked to do that, but maybe we were wrong in not being definite. Here's the dope this time—criticise the current issue and your comments will be published in the next issue. If you don't like the cover of this issue, tell us why. If a certain contribution jars you, write and tell us. Don't try to soften the blow—lay it on thick. You may be wrong, too, but criticism given and received is a good brain developer. The "Storagram" will print your criticism and comment upon it each month. Watch for it in the Critic's Corner.

To Artists and Literary Stars

Are you hiding your light under a bushel? Someone just asked the Editor, "May anyone submit special articles or drawings?" The answer most emphatically was "Yes". In an organization of this size, there must be many people who can draw clever sketches or cartoons, who have the knack of describing a scene or person or event with amusing and ingenious lines. There's no better way to exercise your talent than by showing it in the Storagram.

Remember

All copy for the November issue must be in on or before October 30.



The Furniture Office girls had a little gathering in Miss Helen Downey's home last week. And who comes marching in but our dear friend Miss Ethel Clinton and her friend Mr. Crow. Now it so happened that Mr. Crow introduced Miss Clinton as his wife, and the girls asked to see the ring. They both answered (in unison)—“We can't afford one yet, but we'll get one later, on the installment plan.

Now we're looking for the ring,
Don't say a word about it.

Helping the Other Fellow

Do you remember your first day in “The Big Store”? How complicated those sales checks were and how large the stock of merchandise. You wondered if you really could master it all.

But someone reached out a helping hand. Helped a little here and a little there and gave you an encouraging word. My, how that did help you.

And that little help kindled a spark of friendship between you, and you have felt a little closer to that person than any one in the store.

At this season of the year, there are many people coming into the store family and some one of them will need your help. Don't hesitate to help them. Perhaps help make out a salescheck when they are in doubt, or find something in stock which seems miles away to them. Perhaps help them close their index at night, or give just a word of encouragement.

It won't cost you much but it makes world of difference to that new worker. You feel better because you have helped and they won't forget your kindness to them.

Mrs. E. M. Stewart,
Alteration Room.

Service in our Store

Our store is not unlike others in that it consists of two main divisions, merchandise and service. The only difference is that we do not consider service second in importance. There can be no question that it is at least equally important as merchandise.

The markets of the world are open to all stores alike. Sources of supply are accessible to all stores; the same merchandise may be acquired and offered to the public by competitive stores at the same time and at the same price.

The owning of the finest merchandise obtainable; the possession of the finest building in the choicest location in the city will avail the store nothing unless the achievements in merchandise are accompanied by that high standard of service which results in continued patronage.

What is this service in our store? It covers practically everything other than the buying of merchandise and the promotion of its sale and who will gainsay the fact that service is the greatest of all sales promoters. It should be understood that in discussing service, we mean not only direct service to the public, but all those duties of the many employees behind the scenes.

Service in a store is important only to the extent to which the firm recognizes it as being essential for the success of the store. The members of our firm have a keen sense of appreciation of the necessity for that quality of service which is as nearly perfect as is possible for human brains to conceive and human hands to render.

In our store, the man who is responsible for the service division is known as the general superintendent. He is responsible for three things primarily:

1. Functions, which mean what's to be done.
 2. Methods, which mean how to do them.
 3. Equipment, or the things to do them with.
- He is responsible for maintenance of equipment, employing of help, training of employees, welfare of employees, timekeeping, receiving of merchandise, delivery of merchandise, warehouses, store methods, store supplies, print shop, operating, and most important of all, service to the public.

Since it would be impossible for any one man to cover all these duties at the same time, he has formulated an organization, every division of which is headed by a highly trained executive who is held directly responsible for the results in his division.

Our general superintendent keeps in touch with all these divisions by means of reports, conferences with division heads, and personal observation. As the comptroller controls our store's finances, so does our general superintendent control functions, methods, and equipment.

Jos. M. Meyers.

NOTE: Are you familiar with all the angles of service in the Store? Each month, this column in THE STORAGRAM will be devoted to some feature of Service written by an executive who is best acquainted with that branch of Service.—Editor.

FOLLOWING OUR EXPORTS TO ASIA AND AFRICA



There are some very interesting stories connected with the job of shipping. Of course, the regular express shipments go to all parts of the United States, and frequent shipments to foreign countries. Through the American Express Company, we have rates on express shipments to all parts of the world. Orders to foreign lands may also be sent out parcel post—the maximum weight is twenty-two pounds, and the minimum charge to European points is for eleven pounds.

When sending an express package to a foreign country, we must make out the declaration for customs' officials, and prepay all fees—and the various charges usually amount to a considerable sum. For example, here is the list of charges on a shipment to South America:

Inland	2.00
Inland Value20
Ocean	15.00
Value	2.00
Insurance	1.50
Consular Fees	2.00

There are frequently shipments to South America, to Europe, and to various points in Africa and Asia. Two of the most interesting that have gone out recently are a victrola to Korea, Asia, and toys to West Africa. Both had long, eventful journeys, and if some one were to accompany them, they would experience many different methods of traveling.



The victrola was addressed to Hwaji Ju, Korea, and to reach its destination, it had this journey: From Pittsburgh to New York, by ocean liner to Shanghai, China; at Shanghai, transferred to a smaller coast vessel to the Korean seaport, Chemulpa; and from Chemulpa, to Kwaji Ju.

If the victrola could record all the incidents of its trip,—the long sea journey, the transfer

at Shanghai by Chinese coolies, the strange merchandise with which it was packed, and finally the trip through this new country to its destination, where there are all new scenes, strange buildings and strange people,—if it could record all that, its tale might vie with its music in giving entertainment to its new owner.

The toys to West Africa have an even more adventurous journey. They go from New York to England, and are there transferred to another boat to Africa. Unloaded at an East African seaport, they are sent by rail two hundred and fifty miles into the Sudan. They leave Sudan



on an overland caravan, are soon transferred to a small, rude cart hauled by native Africans. Finally it is carried to its destination, a native hut village, by pack-boys. It takes a great deal of effort to get that package of toys from Pittsburgh to a little village in the heart of Africa, but at least one child there is going to have a real American Christmas.

And what kind of merchandise do we ship to foreign countries most frequently?—Toys, I believe are ordered more often than anything else. They are bought to be sent to all corners, to children whose parents probably are on some business or mission to these little known parts of the world.

Most of the orders of whatever kind of goods are given by customers in or near Pittsburgh, who find it very convenient to order their gifts here and let us take care of all of the details of export. A few orders are from Americans living or visiting in foreign countries who have bought at Kaufmann's when they were in this country, and continue to think of us as the store that can deliver them what they want in Europe or Asia as well as in Pittsburgh.

Interview with Mr. Mahoney.

George Brown, who has been assistant on the shipping platform for eight years, has been made platform foreman to fill the vacancy left by Mr. C. H. Seaman. We're sure that George is going to make a very successful platform "boss."

Well Deserved Sympathy

"Old friend, I pity you!"

"Why?"

"I have bought my wife a new dress and she has gone to show it to your wife."

—Klods Hans (Copenhagen)

On the Trail of Leather Goods in Europe

Buying merchandise in Europe becomes more interesting every year and manufacturers over there are gradually coming back to their high standards of production, especially since they are able to obtain the raw materials which, for a few years after the war, were so difficult to procure.

Buying leather goods is especially interesting since almost every principal country can be visited, thereby obtaining merchandise that almost characterizes the nation from which it comes.

Starting with France we will talk about An-busson Tapestry. Do you know that it takes one year, working eight hours a day and six days a week to make one square meter of tapestry? By observation, it has been learned that the average person doing this kind of work goes blind in twenty years; and yet they do it for the love of their art.

Also all the lovely handmade "Metallic bags" are collected and sold in Paris, although you can be assured that some simple little maid, or quaint old lady in a quiet village, has worked days in assembling these tiny little beads so richly blended together into some rare pattern.

We could talk for hours on the Art of France but instead we will wander on into Sunny Italy.

Antiquity characterizes even the leather goods there. Many pieces look like antiques when purchased, and as you visit the old sellers and see some of it made, you can readily understand that each piece is made in such atmosphere that even the little old man who sells you the goods seems living almost in another world.

Vienna—"The city where the finest leather goods in the world are made." All those beautiful petit points assembled in the varied colors of leathers are slowly put together in this country. One of the factories producing the finest of this kind of work consisted of two rooms on an upper floor where this most tedious work was being done by the entire family including the grandmother. I learned that at night the same place was used for sleeping quarters. Their seeming contentment was amazing to us.

Germany produces leather goods of fine quality and unequal durability. We will not dwell so long on that, but take a couple of short railroad trips, not minding changing trains several times, to find those soft lovely beaded bags that can be crushed like flowers into the palm of the hand. Do you know that every one of these bags are strung on one long thread, the colors of the beads changing as the girl counts and watches the pattern, so that when the knitting of the bag starts there will be no break in the picture? Perhaps each family in these little rural towns is only making a few bags, as it takes a month to complete one of even medium size, so you scout about and locate all these rich patterns, gathering merchandise that holds a romance in each part.

Czecho-Slovakia and Belgium give us most of our less expensive beaded bags and when you see thousands of them all at one time, you begin

to wonder where all of them can possibly be sold.

England—my last stop before taking the steamer back to the United States, leaves a most pleasant memory. The merchandise is as stalwart as the nation itself, and everything in fine pigskin and morocco leather is made in and about London. It sort of makes one feel strong for the homeward voyage, after purchasing so many beautiful things on the continent to know that you have bought some things that are bound to be of service.

We invite any employee to our department to learn more about the interesting growth of foreign merchandise.

Miss Kuhlman.

"Daily Dozen" Health Thoughts

Pleasant memories, greater energy from renewed life and health, a good coat of tan or dose of freckles are all that remain of vacations. We look back on our few days of vigorous exercise in the mountains or along the shore, and realize how much more interested we have been in our work since then. And why shouldn't we keep that same "pep" throughout the year?

On another page are outlined the various activities for recreation open to us this winter. Take up one or more of these plans for exercise and fun and keep the after-vacation energetic feeling all winter.

Our mental attitude has a great deal to do with our physical condition. Walter Camp has drawn up a "Daily Dozen Thoughts" which are most important from a health point of view:

"I know that happiness comes from health, not from wealth.

"If I have a stake in life it is worth playing the game for all there is in it.

"I know that envy, jealousy and wrath will ruin any digestion.

"I know that the only thing I really own is my body and that is worth good care.

"I know that imagination, courage and concentration will conquer most obstacles.

"I know that nature will not stand for constant overdrafts any more than my bank.

"I know that my nose and not my mouth was given me to breathe through.

"I know that worry is the most unhealthful thing in the world.

"I know that anger poisons the system.

"I know that I have a birthright of health and will not exchange it for a mess of disease.

"I know that if I increase my exercise for every addition to my salary I shall be better able to enjoy my salary.

"I know that physical exercise is better for the appetite than a good cook and costs less."

Dr. Wechsler's health talk for October was on COLDS—Their Prevention and Cure. Dr. Wechsler is giving these most helpful talks each month in the Thirteenth Floor Rest Room. The exact date of each meeting is announced sometime in advance. Are you availing yourself of this opportunity to learn how to keep well?



Educational Notes

How Do You Compare With These

As I entered the men's shoe department a well dressed young man approached me and said, "How do you do?"

Hardly had I reached the section where boys' overcoats were displayed when a salesman came toward me. There was such a smile and look that involuntarily before he spoke I said, "I am interested in boys' overcoats."

She approached me with a smile and asked me what kind of record I wanted.

I was examining silk crepes when he approached me with a smile and said, "We are showing some unusual values in silks, madam."

She was talking to another salesperson but came to me immediately with, "May I help you?"

Our approach being the first contact with a customer is the means of creating a good or a poor impression. Correct English, a pleasing manner and a well modulated voice are business assets. Do you vary your opening phrases so that they are not merely a matter of habit? No two people get quite the same reaction to the same remark; for that reason, study your customers and approach them as seems most fitting.

* * *

Style Magazine in the Library

Especially at this time of year, we are interested in questions of style. One source of information on this subject may have been forgotten. Do you make it a point to look at the fashion magazines in the thirteenth floor library each month?

Here is the list:

- Harper's Bazaar
- Vogue
- Ladies' Home Journal
- Woman's Home Companion
- Pictorial Review
- Good Housekeeping
- McCalls

Each of these magazines has something to offer which will help you keep abreast of style tendencies. A few minutes at lunch time for several days will give you the different ideas appearing from month to month, and you will be much better prepared to help your customer choose the correct garment or dress accessory.

About Books

Good stories—rattling good yarns, that is, are as difficult to find among the myriad publications of each year as a cool spot in hot weather. The reason rests largely in the fact that while book-lovers seek books primarily for the same thing—an enlarged experience—no two demand it in exactly the same form. For one it is a love story, another higher adventure, quiet philosophy, or sharp characterization. To please as many tastes as possible the new books in the library this year have been varied.

Among the mystery and murder stories "Wheels Within Wheels" by Carolyn Wells and "The House of a Thousand Candles" by Nicholson have keen plots and swift action with sufficient love interest to satisfy those who desire it but not enough to get in the way of action. As usual Conan Doyle's "Tales of Sherlock Holmes" and "The Hound of the Baskervilles" are conspicuous for their plausibility and originality. Rowland's "Mile High" has a "Tiger" woman as the central figure, tamed by the leader of the sleuths. "The Brightener," Williamson, is an interlacing of incidents in which a young girl continually endeavors to relieve her friends in perplexing, rather than mysterious situations and open for them a way to happiness. "The Young Physician," Young, is an honest to goodness murder story, rather long but well worked out.

* * *

Report on Good Writing Week

During "Good Writing Week," September 14-19, the tissues of all sales checks were examined to determine which floors had the best record in living up to the store regulations that all capital letters on sales checks be printed.

The greatest improvement in percentage of printed capitals used was made by the eleventh floor; the ninth floor was next highest in improvement, and seventh floor was third.

The salespeople on these floors are to be congratulated in having made an effort to improve themselves on this point. But no department was 100 per cent perfect at the end of the week. Printed capital letters are a very important item in legibility of names and addresses. Let's make a special effort always to be correct on this

Notice

Christmas Cards are on display in the Stationery Department. The employees who wish to order Cards would find it much easier to make unhurried selections, and would relieve the "just before Christmas rush" if they would hand in their orders now.



Summer with vacation time is past, and we are all preparing for a strenuous winter of work and play, for along with our work we must not forget the many diversions that are offered to help us enjoy our evenings to the utmost. Clubs, store parties and entertainments, athletics of all

varieties, there is a great array from which you can choose what most appeals to you. You know that "all work and no play, makes Jack a dull boy." Let's enter into these activities and have some jolly, good times with our friends.

* * * *

Swimming for the Girls

Many girls learned to swim this summer at Bear Run and are anxious to keep up their practice and have the exhilaration of a brisk swim once in a while during the winter. At their request, Mrs. Snyder has arranged with the Y. W. C. A. for swimming groups. The pool may be used Tuesday, Wednesday and Friday evenings. Mrs. Snyder will be there one evening each week, and any girl wishing instruction should consult Mrs. Snyder as to what time she will be at the pool.

The Y. W. C. A. charges for one swim are thirty-five cents, or a ten-swim ticket for \$1.50.

A physical examination is required before swimming at the "Y". Special arrangements have been made whereby a certificate of examination by our store doctor, Dr. Wechsler, will be accepted.

Many of the girls who enjoy swimming and those who are anxious to learn "to keep afloat," have already signed up, and are taking frequent swims. Sixty-six girls have registered thus far. If you are interested, see Mrs. Snyder in the Time Keeper's Office.

Basket Ball

The Young Men's Club of Kaufmann's affiliated with the Y. M. C. A. have many plans for the winter. Among them is a definite plan for some peppy basketball games. Do you belong to the Club? It's not too late to get into it, and you may be just the star shooter they need to put the Club team on the "sporting map."

Parties

There are rumors of store parties, and you may be sure that announcements that will please you will be made before long. At this writing, the plans are not definite enough to announce "what" and "when"—but we've heard of a Bear Run Reunion and a Fall Frolic. Sounds good, doesn't it?

Bowling

The season for bowling of the Merchants and Manufacturers' League opened September 29. Members of the Kaufmann team are:

G. Erb.....	Forbes St. Delivery
R. Haight	Imports
F. Weiland	Paymaster

The team is looking forward to some exciting games, and are hoping to make new records for the store. News of our team's progress in the league will be published in the Storagram.

There are many other good bowlers in the store and an excellent chance of having a little inter-departmental competition. Mr. Roth in the Men's Barber Shop and Mr. Weiland are sponsoring teams within the store. If you think you're a "king pin" in bowling, don't hesitate to show your colors. We're looking for some startling scores from our store bowlers.

Are You Handy with a Cue?

We know there are a great many cue artists in this store. Who is the best? To determine this a series of matches can be arranged, providing enough participants "Sign up". Competition will be in

3-rail billiards
straight billiards
straight pool

You needn't be a Hoppe to enroll. It's great sport even if you do find yourself a little worse than you thought you were. Matches will be arranged for your convenience, and expense of each game will be shared by each player.

Send your name to Jake Miller, Advertising Department, and state what class you are interested in (3 rail, straight billiards or pool). You may enter for any one or all games.

Mae: "Jack was held up last night by two men."

Fay: "Where?"

Mae: "All the way home."

Vacancies in the Buyers' Ranks Filled by Promotion

In keeping with the store policy of promotion from within, assistants have been promoted to the positions of buyer left vacant by the resignation of Mrs. Keener and the death of Miss Coleman.

Miss Anna Schutz who has been assistant in the corset department for several years, has been chosen buyer to take the place of Mrs. Keener. Miss Schutz is very well liked by the members of her department and the news of her promotion was gladly received. Her experience as assistant has prepared her for the new responsibilities, and we feel sure that she will be most successful in buying merchandise and efficiently managing her department.

Miss Ida Weyman, formerly assistant to Miss Weber in the Infants Department, has been appointed buyer for Ribbed and Glove Silk Underwear. Miss Weyman has been with the store for many years and has proved herself capable of handling larger duties.

Miss Constance McGarry has been appointed assistant to Mrs. McDonald in the Negligees and Wash Dresses.

Miss Gussie Levine, who has been a saleswoman on Fourth Floor, has been made assistant to Mr. Gavender of the Basement Coat Department.

Most of these employees, who have been chosen for larger responsibilities in the store, started in selling positions. By application and interest in their work, they have placed themselves in a position where they were open to promotion when the opportunity came. It is our store's policy to choose from within its ranks those who are fitted to assume new duties, and they consider themselves fortunate to have these employees who can be chosen with confidence to fill the positions recently left vacant.

Old Age Recipe

Methuselah ate what he found on his plate,
And never, as people do now,
Did he note the amount of the calorie count,
He ate it, because it was chow.
He wasn't disturbed as at dinner he sat,
Destroying a roast or a pie,
To think it was lacking in granular fat,
Or a couple of vitamins shy.
He cheerfully chewed every species of food,
Untroubled by worries or fears,
Lest his health might be hurt by some fancy
dessert,
And he lived over nine hundred years.
From "Honeycomb."

Mr. Beck—"Why does Bowers call his Ford
'Pyorrhæa?'"
Mr. Beardsley—"Because four out of every
five have 'em."

Head-waiter: "How did you find the luncheon,
sir?"

Patron: "Oh, I had a hard job, you little
rascal, but I finally discovered it behind the
salt-cellar."

—Hamilton Royal Gaboon



Our Boss With the Smile That Never Wears Off

From The North Side Warehouse

Mr. Wilcox—Louie, wake up! Darn that fellow, he walks around here in his sleep.

Mr. Guckert—"That's a good idee".

Mr. Wilcox—How's that?

Mr. Guckert—He gets his rest and exercise at the same time.

Mr. Guckert seems kind of proud of something lately. I think it's because he is personally acquainted with Miss Pittsburgh. How about putting a good word in for a young fellow, George?

I don't think there is another warehouse in Pittsburgh that can boast of as fine a cafeteria as we have at the North Side, and the foods—well, just ask Punny.

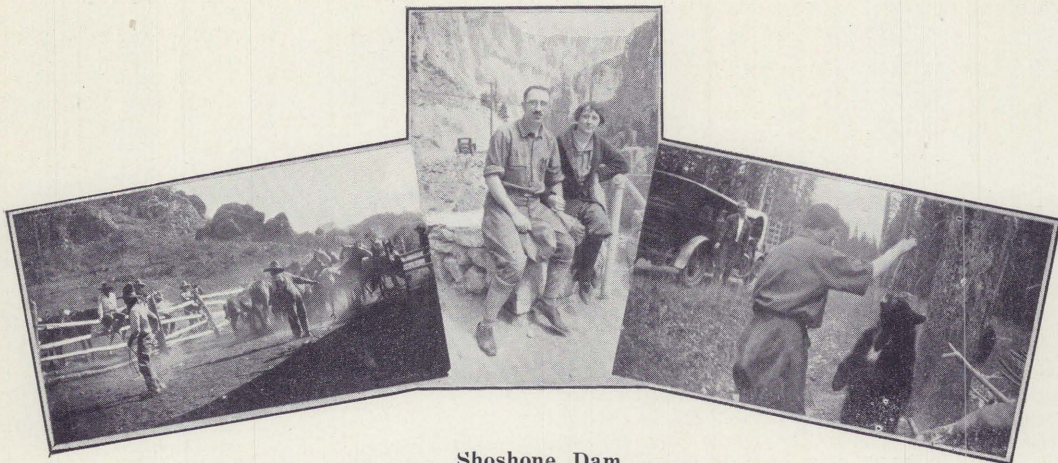
Mr. Gottschaldt does not think very much of the Canadian beer. He claims we have just as good and better in Pittsburgh. How does he know?

Always willing to give you a lift—that's Lamar, our seventh floor porter.

Andy Lunz says—"Another advantage Adam had over the modern husband was that Eve couldn't threaten to go back home to mother."

I noticed Florence and Kellar looking at some linoleum the other day. Anything planned, Florence?

At a meeting of the warehouse employees on September 16th, Mr. Wilcox promised to ask Mr. Edgar Kaufmann to come to the warehouse and speak before the employees at the next meeting. We are anxiously looking forward to that meeting and hope that Mr. Wilcox can induce Mr. E. J. to attend.



Shoshone Dam

Indian Reservation, Montana

Feeding the Bears, Yellowstone

Mr. George Engel, assistant at the North Side Warehouse, had a most delightful motor trip this summer. The trip from Pittsburgh and back covered 4963 miles and twelve states. Mr. Engel was gone thirty-two days and traveled some distance each day except for five days which he spent with his cousin in Havre, Montana. His westward route was the Pittsburgh 3A Trail to Minneapolis and the T. R. Trail to Havre. While in Havre, he visited a nearby Indian reservation and saw "some real cow-boy stuff". The next goal from Havre was the Yellowstone National Park.

From Mr. Engel's description of the geysers, beautiful scenery and tame bears, we know that he didn't miss a sight and enjoyed every minute. From Yellowstone, the motorists continued south to Shoshone Dam, one of the largest reservoirs of the west used for irrigation purposes. The return trip was by way of the Lincoln Highway. Mr. Engel has an unusually fine collection of photographs taken with his own camera. The ones given above are examples of the interesting scenes he snapped, and we regret that "Storagram" didn't have space to show more of them.



Basement Notes

The ranks of our Wash Goods Department are filling again. Miss Ford who was out two weeks on account of illness is back and looking as spry as ever. Miss Lynch took a month's vacation and is all set for an active winter. Miss Sheloski is in her old haunt behind the linen counter. It's good to have them all with us again.

Miss Barnes is striving for the title "vamp of McKeesport." If she keeps up her pace, we know she'll succeed.

Miss Nettie Price who has been with the store seven years and in the Basement Dress Department for four years, is going to leave us soon to embark on the seas of matrimony. "Nettie" can be picked out now by the sparkler on the tell-tale finger.

Ike Hohenstein of the Men's Clothing Department in the Basement celebrated his 60th birthday in September. He says this month also marks his forty-fifth anniversary of entering the services of The Big Store. While he has not been in continuous service all these years, he has spent thirty-seven years of the forty-five in this store.

He believes the next thirty-seven will be much easier in view of the experience he has gained. And we hope they will be thirty-seven happy years.

Note: This is not intended as a political advertisement, but as an article of Storagram interest. It should not influence your vote.

Carmen C. Johnson

Six years ago, when the Storagram became more than an idea, and finally took tangible shape, Mr. Carmen Johnson was engaged as its first editor. It was a new field for Mr. Johnson. Six years later, Mr. Johnson enters a new field again by becoming Pittsburgh's Democratic Candidate for the Mayoralty. How many of you remember Mr. Johnson? It is only those who worked with him heart and soul to build a store paper worthy of Kaufmann's that really knew him; and, at that, I doubt whether anyone really got to the bottom of that concise, rather secretive person. He talked little, but did a great deal. Looking over the files of the Storagram while it was under his direction, you see evidence of a practical, level-headed, straight-forward power behind it. He was a genius of organization, and exercised it even in the limited capacity of editor here.

We shall watch his political venture with great interest, if only for the reason that Mr. Johnson is an ex-Kaufmannite. From dictating the policies of the Storagram, to dictating perhaps the policies of the world's industrial center! We wish you luck Mr. Johnson.



Miss Josephine Pauley, Head of the Mailing Department, chose a late vacation but "for a that" not an uneventful one. She motored from Pittsburgh to Sparrow Lake, Canada, a trip of 480 miles. Her abode at Sparrow Lake was the Grandview Hotel, beautifully located for scenery and water sports. The days were spent on the water, fishing or taking boat trips to nearby resorts. Fishing held the greatest interest, and we offer photographic proof to show that Miss Pauley is no amateur at the sport.

The fact is Miss Pauley thinks a vacation in Canada in the late September is just about ideal—hotels not too crowded, fishing territory not over-run with "would-be but can't catch 'em" anglers—and crisp, cool mornings and evenings that are the best kind of a tonic to revive one after a hot summer in the city. We dare not give all the joys of late vacations lest there be an upheaval in vacation plans for next summer.

Painting the Slickers

During the week of September 28-October 5, the center of interest on Fourth Floor was a section of the Misses' Coat Department in which four artists were busy decorating the backs of slickers. The artists were Dave Scott, from "Pitt," Red Osler from "Tech," and Mr. Taylor and "Peggy" Weiland. Employees and customers alike were curious to get a glimpse of the pictures or cartoons in the process of being designed and painted. The artists painted the slickers with popular cartoons or a design specially chosen by the purchaser. "Krazy Kat" seemed to be the most popular. We suppose the girls buying the slickers felt it too cruel to subject "Skeezies" or "Andy Gump" to continuous torrents of rain. They know that a cat has nine lives.

News of Late Vacationers

Annie Thompson, one of the famous Stand-Eye Club members, took two months' vacation this summer. She spent the time camping, visiting her friends, and just taking a real rest. We wonder if she has found the Fountain of Youth, for we have it on good authority that she looks younger now than she did twelve years ago.

Miss Brosman of Sixth Floor Linens has just returned from her vacation spent in Nebraska. The tales she tells of her vacation sound like a movie scenario. When Viola alighted from her train at Whitman, she was met by a real ranchman and a team of "bucking broncos," and she had a six hour ride in the buckboard to the ranch. If you want to hear of the pleasures of ranch life—ask Viola.

"Jake" Miller of the Advertising Department tells us that he spent an enjoyable two weeks vacation on a farm at Alexandria, Pa. He tries to say that he gained seven pounds—it may be so, but who'd guess it? From what he tells us of the amount of food consumed during his vacation, we're inclined to believe that he lost weight from over-eating. A dish of corn flakes, as much milk as he could drink and three eggs was a small breakfast. What must he have consumed at dinner! This enormous appetite came from strenuous exercise, he claims. His "rural" sports, swimming, baseball and tennis, sound more like a summer resort than a farm to us. But there seems to be one special feature about baseball in Alexandria—it is most important for the stranger to learn this quickly. An enthu-



siastic cheer for home team or rival may land you in the neighboring hillside cemetery. "Jake" appears unscathed, and we presume that he discreetly muffled his cheers.

Executive Training Course

The response to the announcement of the Executive Training Course was very satisfactory, and clearly shows that last year's graduates have spoken very highly of it to their fellow-workers. The following have been accepted for the course for 1925-26:

Miss Clinton	Furniture
Mr. Lhota	Furniture
Mr. Goodman	Basement Carpets
Miss Barnes	Basement Wash Goods
Miss Rhynier	Boys' Furnishings
Miss Marshall	Boys' Furnishings
Mr. Mandel	Upholstery
Mr. Melsha	Rugs
Mr. Rosenberg	Basement Shoes
Mr. Friedlander	M & R
Miss Townner	Trimmings
Miss Allgeier	Laces
Miss Oldynski	Statistical
Miss Hall	Shoe Office
Miss Mattern	Cretonne
Mr. Wendling	Sporting Goods
Mr. Shaw	Order Department
Miss Murphy	Ladies' Suits
Mr. Beck	}North Side Warehouse
Mr. Beardsley	
Mr. Smith	
Mr. Engel	
Mr. Schmolder	
Mr. Sigal	
Mr. Jahn	
Mr. Boyle	
Mr. Claherty	
Miss McGlennon	
Mr. LaGrange	Furniture
Mr. Paul	Bookkeeping
Mr. Shaffer	Misses' Dresses
Mr. Norton	Auto Accessories
Mr. Roth	Boys' Clothing—Basement
Mr. Greer	Wash Goods
Mrs. Law	Ladies' Gowns
Mr. Breckenfelder	Club Credit
Miss Lauderbaugh	Underwear
Mr. Clark	House Furnishings
Miss Ochenrider	Knit Underwear
Miss McGarry	House Dresses
Mr. North	Men's Pants
Mr. Winer	Men's Overcoats
Mr. Cmarada	Basement—Ready to Wear
Mr. Mohr	Floorman
Mrs. Fluke	Victrolas
Mr. McCreedy	Furniture
Mr. McGee	Furniture
Miss Hannigan	Toys
Mr. Herron	M & R
Mr. O'Brien	Misses' Coats

Great Minds

She: "What are you thinking about?"
 He: "Just what you're thinking about."
 She: "If you do, I'll scream."

No Proof

Judge: "Are you sure he was drunk?"
 Minion of the Law: "Well, his wife said he brought home a man-hole cover and tried to play it on the phonograph."

—Parrakett

Wash Goods Department Sixth Floor

We have not been very active in the "Storagram," but have decided to announce ourselves and inform the people of Kaufmann's who we are. We are one of the 137 advancing departments and it is the desire of each to be the leading department of Kaufmann's progressive program. Our merchandise is clean, fresh and up to the minute in the newest designs.

Miss Hunter is quiet as usual and seems to go about her daily work in a nice quiet way.

Sarah Schneir is as comic as ever and the department seems to enjoy her funny little sayings.

Miss May Rogner has been seeing quite a number of baseball games after her daily work is done. She is a real fan and seems to know the game. How do you like West Newton, May?

Our Mrs. Homes is interested in her department and will be glad to help any one of our store employees to get the proper attention.

Miss O'Keefe has had years of store service. She is congenial and knows wash goods from A to Z. Miss Embs, in charge of the voiles and lingerie yard goods, can give advice that is well worth consideration.

Miss Martha Wlodkoski is Mrs. Holmes' valuable helper—and we fear that Andy is going to snatch her away one of these days.

Miss Hazel Heathcote is chiefly interested in fast colored goods, and she is as faithful as Everfast.

Do you want to know the secret of being full of "pep"? Ask Miss Kalb. If she isn't busy she isn't happy.

Miss C. Smith, who gives the best attention to the M. O. D., has a fondness for Niagara Falls. If she goes any more, the views will be stale when John takes her there.

Men usually need advice when trying to buy wash goods for their wives. Miss Greco is happiest when helping the men choose the right material.

Miss Rettinger and Miss Flora Letzkus complete the group that are at your service in Wash Goods. You often need advice on colors, materials and yards, and we can give it. We're never so satisfied as when we have given someone just the goods they need.

Remember—

That one thing worse than a quitter is a fellow who is afraid to begin.

That a lazy person is no worse than a dead one but takes up more room.

That if you smile, the world smiles with you—if you kick, you kick alone.

That all of us are fools more or less but some of us insist on proving it.

That the more you work, the less you worry.

That if you would fatten up your pay envelope, you must exercise your brain.—Exchange.

Pop—"What is your reason for wishing to marry my daughter?"

Pining—"I have no reason, sir; I'm in love."

Remarks from the Balcony

By MR. SIMMS of Seattle

It is a continual source of wonder to the habitual shopper that the railroad companies do not have sales on fares to various places. Whenever one of these shoppers desires to go to Chicago, or any other place, they go from one railway ticket office to another trying to get the cheapest fares. They don't know that all tariffs are regulated by the Interstate Commerce Commission.

+

A lady came in the other day and complained that the railroads would not take the last car off their trains. She said that when an accident occurs all the passengers in the last car either get killed or seriously injured.

+

A gentleman has to go to England this winter and has great dread of seasickness. He asked us what we knew about preventing seasickness. The only thing we know to prevent seasickness during his trip this December is to suggest that he obtain a stateroom on the main deck amidships and sail in June.

+

No matter where one goes these days a jazz band is encountered; at the theatre, the movies, at dances and on boats. Did you ever notice the continuous grin of self-satisfaction on the faces of the drummers of these various bands? Regardless of how sad or sentimental the song may be, the drummer always smirks and apparently enjoys himself. It would be interesting to know what amuses these drum virtuosos.

+

Vaudeville patrons should start a society to prevent the performers dashing madly off the stage upon completion of a number. It would serve them right if we would just not applaud and either let them stay in the wings or make them sheepishly walk out amid dead silence and finish their stuff.

+

A chap told us the other day that the thing that most annoys him is to have a person whistle behind him in a crowded car. He doesn't mind the tunes they whistle but he says they tickle his neck.

Phonetic Love

O, MLE what XTC
I always feel when UIC
I used to rave of LN'S eyes,
4 LC I gave countless sighs
4 KT, 2, and LNR,
I was a keen competitor,
But each now's a non-NTT
4 U XL them all U C.

Exchange.

After having several drinks of white mule two rustic youths were flivvering home.

"Bill," said James, "I wancha to be careful. Firs' thing y' know you'll have us in a ditch."

"Me?" said Bill, surprised. "Why, I thought you was drivin'."

—Penn Punch Bowl

Mailing Department

Where's that Call?
Makes me bawl,
Why doesn't he ring,
The naughty boy.

Marie Wagner.

Somewhere a voice is calling,
Stand-by Club, it's you.
And as the years go rolling,
Can I depend on You?

Cele Cohen.

Although the Storagram has not heard from us for quite some time we are still in existence, and to prove it, here goes.

Due to the illness of her mother, Katherine Burger has been away from work for the last seven weeks. Her mother is now convalescing and we hope to have Katherine with us again shortly.

Misses Rose and Marie Bianchi were visited by their sister from New York whom they had not seen for three years.

Jimmie, our mail boy, is very conscientious and a hard worker.

Alma is the office vamp—so, boys, watch your step.

There was quite some traveling done this summer by the girls of our department. We were well represented at Bear Run during the week of August 8th; Misses Cele Cohen, Thelma Jackson and Florence Cohn being there. Miss Marie Wagner also spent a pleasant week at Bear Run in July.

Mary De Pippa spent most of her vacation in Rochester, N. Y., also visiting Niagara Falls and Canada. She reports a very interesting and enjoyable trip.

Cele Cohen spent the first week of her vacation at Columbus, Ohio, while Dorothy Donovan went to Buckeye Lake, Ohio, and Catherine Hall to Conneaut Lake and New York City.

Now that vacations are over, we are all full of vim, vigor, vitality and ready for another year of hard work.

Miss Augustine Bisessi decided to spend her vacation at home this year instead of at Atlantic City. Possibly she was taking up a special course in HOUSEKEEPING for future use.

The Five Ages of Man

"Daddy, I know how to do everything," said the little boy of five.

"What I don't know isn't worth knowing," said the young man of twenty.

"Well, anyway, I do know my own trade from A to Z," said the man of thirty-five.

"There are very few matters, I am sorry to say, that I am really quite sure about," said the man of fifty.

"I have learned a bit, but not much, since I was born; but knowledge is so vast that one cannot become wise in a short lifetime," said the man of sixty-five.

—Selected.

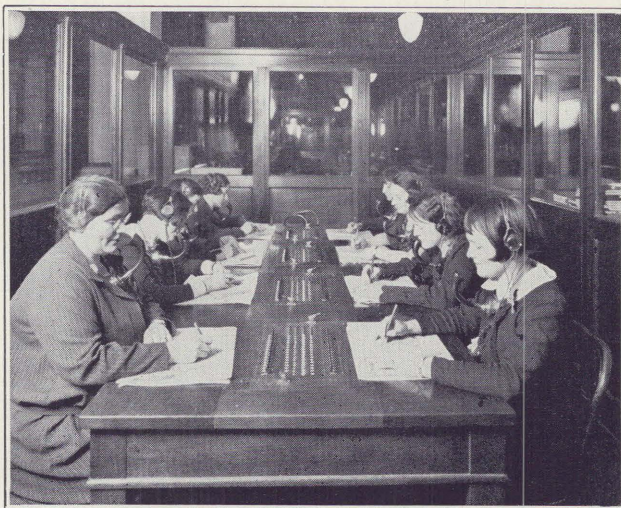
Newlywed Boss (to secretary)—"Now take down a letter to my wife."

Secretary—"Just a minute till I get my soft pencil."

—New York Medley

Ann Adams

The telephone shoppers of Ann Adams service who take orders for all departments and answer customers' queries.



Here in our organization of 3500 people or more, we ever strive to maintain a cordial, folksy spirit, an attitude of friendliness to all whom we serve, so that they may realize that there is nothing too little to interest us or of too much trouble for us. This personal, human side of "The Big Store" is emphasized in "Ann Adams" Service. This department takes care of all mail and telephone orders, and is equipped to give prompt, personal attention to every order or request.

Not the least important part of this service is given by the telephone operators in the Shopping Bureau who are trained to be able to give information and take orders for merchandise in all departments.

Each order or request is given the personal attention of Ann Adams, and every order is shopped to give the customers exactly the merchandise which she would select without the necessity of her coming to the store.

Personal interest is the heart of the Ann Adams service. Of course, there are the many, many calls for regular shopping service, each one of which requires particular consideration. There are also many interesting odd problems which are sent by some customer who has great faith in Ann Adams' ability to help them.

Just recently a letter was received from a woman whose home is in Denver, but who is visiting a friend, a steady customer of Ann Adams, in Pennsylvania. The Westerner had had a disagreement with her lover, and not trusting entirely to the old maxim that "absence makes the heart grow fonder", requested a book appropriate to send "to him." Ann Adams searched diligently and found a copy of Wilbur Nesbit's "Yesterdays With You."

An example of the very small services which are continually given and which express the spirit of the Ann Adams Service, is shown in the following letter from an old, blind Virginian, whose home was formerly in Pittsburgh:

September, 1925.

Kind Sirs:

I received your kind answer to my letter.

I thank you very much for your kind words, and received the paper you sent me. I certainly enjoy the Pittsburgh papers.

I may want to get a satin dress. When I see your advertisement in the paper, I can know what kind I want.

Please send me a Press.

Mrs. Catherine Murphy,
Idinwood, Va.

Ann Adams does anything from buying a Pittsburgh paper to choosing an entire wardrobe for a year's travel, chooses appropriate gifts for any occasion, helps in individual services as only a trusted friend can be counted on to do.

From Seventh Floor

When on the Seventh Floor, be sure to see the Kubey Special. Emma will be delighted to show it to you.

The House Furnishings Department hasn't been heard of in the Stogram for some time. From now on, you're going to know we're right on the job.

When on this floor, take time to look at our new bath room displays. The carpenters have been pounding away, and painters filling our noses with all kinds of turpentine and oil smells. Result is—we've the finest bath room fixture displays in Pittsburgh.

Vina, assistant in the tin ware, seems to be looking for some one. "Will he never, never come," is her cry.

Puzzle: Find the Bonus Queen of the House Furnishings Department.

Clothes don't make the man, but they sometimes make him feel especially happy. You should have seen Mr. Erdle smile when he appeared in his new suit.

Mr. Kypta, have you heard that hot towels and vaseline are aids to a moustache?

We are certainly glad that the Giants are winning. A certain young man in the hardware isn't bad looking, but we hate to think what he would look like with a beard.

Just for the Men

Picked up in the Barber Shop:

Mr. Harris—Men's Clothing—wants a guarantee with every shave, that it will last until four in the afternoon.

Mr. Salomon—"Say, Roth, I've got an awful headache. Do you think a drop of murine in the eyes would help?"

Call on Ralph for the latest thing in sheikish hair-cuts.

By the way, Ralph, can get it all over his boss when it comes to a "game." At a Broadway Club banquet, Ralph certainly showed that he knew how to come out the victor.

The Barber Shop is a "No Woman's Land," but we frequently hear conversations outside our door.

Mr. Rosenberg—Men's Hats—asks me to call him every week for a hair cut—any day but Monday and Friday. We start to call him on Tuesday and he frequently doesn't turn up until two weeks later.

What keeps Mr. Walker so young looking? Just watch him smile when the vibrator's on. "Oh, that feels fine. I feel like a different fellow."

Mr. Wolf to Mr. Roth—"Don't take too much off the top."

Mr. Hirsch—"Can't you do something to keep my hair from falling out?"

Roth—"Use the same stuff I'm using. Or did you ever try knotting it on the inside?"

Mr. Blumenstock was deeply pained one day to have someone ask him as he left the Barber Shop—"Why don't you get a shave?"

Notice

The Barber Shop on Sixth Floor is for men employees only and is entirely for your convenience. Our telephone numbers are—Automatic 284—Bell 270. You'll find it a great time saver to use the telephone and make an appointment. We can take care of you all very nicely but not all at once. Use the Barber Shop, and use the telephone in advance in order to get a hair-cut, shampoo or shave when you want it and without waiting.

Absolutely Pure

A little girl who is just learning to read short words takes great interest in the big letters she sees in the newspapers. The other evening after she had kept her mother awake half the night reading advertisements to her, she knelt down to say her prayers.

"Dear Lord," she lisped, "make me pure." Then she hesitated and went on with added fervor, "Make me pure, absolutely pure like baking powder."

"Thank You" Notes for Wedding Gifts

We wish to thank you for your beautiful gift and good wishes which you sent us on our Wedding Day. Mr. and Mrs. P. P. Schneider.

Second Floor Gossip

Ruth Barry is too pessimistic. After a busy Saturday, she spends a miserable Sunday figuring out the number of leather windbreakers and cricket-sweaters that will be returned during the following week.

It is a great pleasure for us to introduce at this time our cashier, known to those who are intimately associated with her as "Big Hearted Teresa."

A page from "Dis Pepsy's Dairy." October 1, 1925—If black clothes still have their old significance, all the girls must have been at a wake last night. Miss Byerly of the Men's De Luxe Hose Counter, made the most radical change from Georgette Crepe to Charmeuse, long sleeves and high neck.

An embarrassing moment: A few days ago Leo was caught doing a final fade-out suitable for an Elinor Glyn picture, when in stepped his fiancée.

We take this opportunity to say that Miss Flaherty, of the Trunk Department, has a wonderful personality. We hate that old crack about giving a quarter on pay day or we would compliment her personally.

Catherine Silasi would make a good cheer leader. She is "too loud enough" with a megaphone.

The Magic Midget Theater

How many of you know that along with all its other accommodations, eating and what not, Kaufmann's has a real theater? Go to the third floor some day, stroll through the Toy Department, and watch where the kiddies go when they hear the strains of the overture. Big people are invited, too. There is a new play every week, fairy tales and funny tales, things that kiddies revel in and mammas and papas enjoy, too. And the most wonderful part of it is the Teenie Weenie actors, only six inches high. Come and see if you don't believe! ! Every half hour they dance and pantomime while kiddies sit open-mouthed in wonder. There's a secret, of course, but we won't tell where the Teenie people come from. Everyone is invited to Princess Primrose's Enchanted Palace to see the wonder people and hear the story. Are you coming?

Russel Morgan,

Children's Theatre,
Third Floor.

Miss Jessie Sutherland who was in our Travel Bureau from October 1924 to June 1925, has recently returned to the store as Secretary to our Publicity Manager, Mr. Blumenstock. Miss Sutherland gained many friends in the store while she was in the Travel Bureau, and they are glad to welcome her to the store again.

Mr. Joseph Myers, who is a member of the Board of Directors of the Store Manager's Division of the National Retail Dry Goods Association, went to New York, October 12, to attend a directors' meeting. He also is adviser to some committee and promises to let us know something about his "advice" when he returns.

COMMENDATION TO THE FURNITURE DEPARTMENT

Our furniture department has an excellent reputation for good service in the department and promptness in delivering. All of the salesmen are up on their job, and all of them are well prepared to give each customer the greatest assistance. That they do this very satisfactorily is shown by these letters:

Mr. Harry P. Barnes,
Kaufmann's Furniture Dept.

Dear Sir:

Mr. Barnes, I am so pleased with your store—I want to duplicate my order for furniture.

MRS. J. W. VONSTEIN,
1613 Ridge Ave., Coraopolis.

Mr. F. Gabig,
Kaufmann's Furniture Dept.

Dear Sir:

I certainly am pleased with the chairs and table.

ANGELINE BENDER,
2128½ Carrie Way, S. S.

Mr. John Collinson,
Furniture Dept.

Dear Mr. Collinson:

The furniture was delivered all O. K. I just wanted you to know that I was pleased with it. Thank you.

A. H. KENNEDY
425 Park St., Verona, Pa.

Mr. Charles H. Pirtle,
Furniture Department.

Dear Sir:

I am much delighted with the dining room and living room furniture. All was delivered in excellent shape.

Thanking you.

MRS. LOUIS TOLCHINSKI,
2622 Webster Ave., City.

Mr. J. F. Miller.

Dear Sir:

I am so well pleased with the 3-room outfit of furniture that I hope to send you customers in return for the good service. Selling and delivery departments there are O. K.

GRANDVILLE BEITEL,
Church Ave., Ben Avon.

Mr. Nick Kolling,
Furniture Dept.

Dear Friend:

You asked me once whether I was pleased with the service and merchandise in your store, and I want to tell you this: The dining room suite which you sold me eight years ago, and which cost me \$675.00, I have been offered \$1,500.00 for it. That should talk for the quality of your furniture and service.

REV. JOHN CANOVA,
Pastor St. John The Baptist Church,
1342 Virginia Ave., Monaca, Pa.

Mr. Theodore Heil,
Furniture Department.

Dear Mr. Heil:

I want you to know that the furniture arrived O. K. and that I am very well pleased with it. Thank you so much.

W. J. LEWIS,
229 Annabelle St.,
Mt. Washington.

Mr. E. L. LaGrange,
Furniture Salesman.

Dear Mr. LaGrange:

Just a word—I received furniture purchased and wish to thank you for the good services rendered. Delivery was prompt. All O. K.

JESSE J. MERRELL,
101 Cherry Ave., Carrick, Pa.

Mr. Nick J. Kolling,
Kaufmann's Furniture Dept.

Dear Sir:

I want to say that your furniture department is getting the speed (I mean delivery) which is sure up to the minute. When you promise to deliver on such a date, you keep that promise and deliver—pronto.

C. L. CLINTON, Proprietor,
Monongahela House,
Pittsburgh.

Mr. Thomas F. Curran,
Furniture Salesman.

Dear Sir:

I want to let you know that I was pleased with all the furniture bought three years ago—so pleased that I am recommending and referring this man to you.

REV. FATHER KURYLLO,
Sts. Peter and Paul Church,
Carnegie.

Note: One month later Father Kuryllo again purchased a quantity of furniture.

Mr. F. Bradshaw,
Furniture Salesman.

Dear Sir:

I received all the furniture and am well pleased. I will not forget your firm when anything is needed in our home.

MRS. N. GAVENDER,
3537 Bartlett St., E. E.

Mr. M. Brown,
Furniture Salesman.

Sir:

Purchased living room suite and one bedroom suite, and I am delighted with both. Received in good shape and best of all delivered the day promised. I thank you for the good service and will come again when anything is needed in our home.

MRS. M. J. KRISSEL,
1700 Potomac Ave.,
Dormont, Pa.

Mr. Oscar Berglund,
Kaufmann's Furniture Dept.

Dear Sir:

I want to tell you that that dining room suite I bought five years ago is in A No. 1 order—looks like new—and I made a present of this suite to a very, very dear friend. Your furniture and service are right.

MRS. C. S. EDMAN,
6470 Monitor St.,
Squirrel Hill.

The New Duchess Shop

The Diamond Street-Cherry Way corner of the Fourth Floor is now the Duchess Shop for larger women. Here the women who cannot be correctly fitted in the regular dress or coat departments may come for their dresses, suits and coats. It is an ideal arrangement for the convenience of the larger woman, for within one department and with the service of one saleswoman she can buy a complete wardrobe of outer wear. The department is spacious and quiet with many comfortable chairs, so that the customer can make her purchases under the most favorable conditions.

The saleswomen in the Duchess Shop sympathize deeply with Miss Murphy in the loss of her sister.

Toilet Goods

Mollie Markowitz can tell us quite a bit about men, as she has more men come up to her counter than any other counter in the department. You see, she sells razor blades, shaving creams, etc.

Miss Fisher and Jerry Remark are always having a friendly talk every morning. Miss Fisher and Jerry seem to understand each other.

Marion Weintraub is one of the busiest girls in our department. Always on the lookout for more business.

Bella Goldstein seems to be the live wire of the department. We think she could be the life of any party.



The Elevator Operators in their New Winter Uniforms

* * * *

A Successful Season for Operators' Team

K. E. O.....	0—Chapel Cathedral	24
K. E. O.....	0—Pittsburgh Monarch	20
K. E. O.....	4—Centre Y. M. C. A.....	6
K. E. O.....	8—Centre Y. M. C. A.....	4
K. E. O.....	13—Centre Y. M. C. A.....	3
K. E. O.....	6—Pgh. Black Sox.....	2
K. E. O.....	5—Pgh. Black Sox.....	4
K. E. O.....	5—Knoxville, Ind.	4
K. E. O.....	16—Knoxville, Ind.	3
K. E. O.....	8—Beltzhoover, Ind.	4
K. E. O.....	10—Ward A. C.....	2
K. E. O.....	3—Hilltop A. A.....	1
K. E. O.....	10—Homewood Gray	4
K. E. O.....	3—Homewood Gray	2
K. E. O.....	2—Russellton	7
K. E. O.....	8—J. C. Clarke.....	3
K. E. O.....	5—J. C. Clarke.....	11
K. E. O.....	14—J. C. Clarke.....	2
K. E. O.....	14—Westend A. C.....	4
K. E. O.....	8—Pgh. Monarch	5
K. E. O.....	2—C. M. & C.....	3
K. E. O.....	16—C. M. & C.....	2
K. E. O.....	6—C. M. & C.....	5
K. E. O.....	8—Pgh. A. B. C.....	3

After a poor start, the Kaufmann Elevator Operators' Baseball Team decided to do some real team work and make a good record for the season. The scores shown above speak for themselves. Eighteen games won and six lost is a fine total for the season. There undoubtedly are some "Babe Ruths" among the elevator boys.

China News

Miss Martha Trosky has just embarked on the Isle of Bliss. Good luck to you, Martha.

Mr. Young says he has no time for the ladies, but by the numerous telephone calls from Selma, we think him quite popular. How about the Clock with Della?

At last the news of Miss Bails' marriage has been broadcasted. Shorty is to be congratulated.

Sarah, the petite little office girl is some dancer. Ask Mr. Schliker for details.

Judging from the candy presented to Miss Joyce by a certain male customer, things are progressing rapidly.

Miss Lauer came home displaying her wonderful coat of tan acquired at the seashore. Some coat, Miss Lauer.

Mr. Miles, our floorman, sent cards from Niagara Falls. Wonder if this is his second honeymoon trip?

Testy-Monial

My waitline worried me until Mr. Schleicher said "I'm not fat, only solid." I'm eating custard pie again.

Bert Traub.

Testy-Monial

I tried every means to curb my temper until Mr. Nicholas remarked "I got real mad today." I'm normal again, thank you.

Mrs. Salomon.

(Send in your Testy-Monials)

Listening In on the World's Series

Kaufmann's were well represented at the World Series, and the fans who couldn't get to the game managed to listen in on at least part of the Pittsburgh games. The games, play by play, were received in the Radio Department on 11th Floor and (sometimes) in the Advertising Department on 10th Floor.

After a glance at the people assembled at these points, it wasn't hard to pick out the store's baseball enthusiasts. The first day of the series, the baseball spirit ran high in the Advertising Department. The second day 'twas rumored that Mr. Hornberger had gone to the game without sending a radio set to the Advertising Office. So we slipped up to the 11th Floor to see what was going on there, and to pick up some of the high spots of the game. All the 10th Floor departments were well represented; "Jake" of the packers was evidently enjoying himself; Mr. Boston seemed to be taking it all most seriously; one gentleman from men's clothing kept relieving his feelings with a continuous "tut, tut, tut"; and a certain young lady from first floor "wept with delight when they called it a ball, and trembled with fear at a strike".

Many's the time I have wished to be a cartoonist but never more so than at this assembly. One girl across the display case from me registered amazement, surprise, sorrow, chagrin and delight better than Lillian Gish. The best "register" on all faces (except the disloyal who had bet for Washington) was perfect joy when the announcement came—"Out at home base—three outs—game over—score, Pittsburgh 3, Washington 2."

News from the Trunk Department

Mr. Gallagher, assistant in the Trunk Department, entertained all the people of the department at his home, Wednesday evening, September 24. He took them to and from the party in his new Jewett car. A sure-enough home-cooked dinner and a pleasant car ride home left everybody feeling happy. They all say that Mr. Gallagher certainly knows how to play the generous host.

Speaking of the Irish—what do you think of this for a line-up in Trunks? Cane, Kelly, Gallagher, Flaherty. We wonder just what that department looks like on St. Patrick's Day.

By the way, without causing any jealousy, we can state it as a fact that Miss Flaherty is the best-looking saleswoman in the Trunk Department.

Mr. Horne spent his vacation in Florida. He was successful in evading the real estate sharks, he says. The question is—Did he visit Cuba?

Camera Department

Mrs. Berger, formerly in charge of the Camera Department, has left the store, and Mr. Joe Miller is now in charge of the department.

There is something to look forward to from Mr. Miller. He has a couple reels of movies of our store picnic, which will be shown at the first social gathering of employees. There are some very exciting scenes in it, and of course, photographs of the store celebrities. You certainly want to see it whenever it is shown.

Forbes St. Garage and Delivery

Chauffeur McClure has an eye for beauty. He helped pick Miss America.

Ask Beigs for advice on spending a happy birthday. Recently on his sixty-fourth birthday he made almost four hundred deliveries. That 'a boy, Joe.

Samuels says: "It is strange why Fox, the tire man, should say that most of the tires get flat on the bottom instead of the top."

The delivery organization certainly looks fine in its new outfit. Fall uniforms are very neat looking, and the fleet of cars looks as attractive as the day we were all on parade. C. J. H. knows how to keep the boys hustling.

George Erb is as busy as a one-armed paper-hanger with the hives.

Joe Hadley is doing his share in getting the fleet in shape for the Christmas rush.

Mr. Hunter, our congenial painter, is trying to keep up with Joe Hadley. The drivers can well be proud of all the new paint jobs that are turned out of the Paint Shop.

Suggestion: That Bob Robinson invest in a pair of roller skates. They might help him to write up an order, answer the telephone and wait on the window at the same time.

The amount of damage in delivery is getting smaller each month. That fact certainly proves that if a driver make the effort to be careful, he can eliminate the cause of a good many complaints. So let's all pull together, and make it pleasant for Mr. Hanlon and a good record for our department for the Holiday Season.

Mr. Bosworth has been promoted from chauffeur to Assistant Shipper of the North Side Delivery. Mr. Stock, formerly in the Bedding Department, has recently been appointed Cashier of North Side Delivery. We wish them the best success in their new duties.

Notes from the Ladies' Alteration Rooms

The department has received good news from Miss Curry, who has been absent since the middle of July. After a serious operation, she is recuperating at home, looking well, and feeling in a cheerful mood.

Miss McClurg who broke her ankle just after she had her vacation, has at last got rid of the cast, and will soon be out of the hospital.

Everybody is glad to have Mrs. Ross back in the department. She left us for a year, but decided after all that she couldn't get along without us. And we're happy that she felt that way.

Miss McCollim has been transferred from the Easement to help at the desk in the Alteration Department. There seems to be a charm about this job, for all the girls get married even before they get acclimated to the job. We sincerely hope that Miss McCollim will postpone the happy day until the busy season is over.

Miss McDowell who has been ill for some time is recuperating and expects to be with us soon.

"Where did you get that nice red lantern, Pete?" Mrs. Pete asked.

"Oh, just picked it up," said Pete. "Some bonehead left it by a hole in the road."

Fliers from First Floor

Men's Hats

Have you all noticed the improvement in the appearance of the Men's Hat Department since they borrowed some of Mrs. Salomon's display stands?

Many more witness duties in court and Mr. Cole will be ready to retire.

We hear that Mr. Steinman will soon take unto himself excess baggage. He gets to work at 8:10 and at 8:20 he starts to get telephone calls.

Our new cashier and wrapper pleases everybody. Her name is Dorothy and she has a smile with every package.

Mr. Woods has begun to part his hair in the middle since he has moved to first floor.

Mr. Steding put his first stiff collar on recently. It looks fine, but only he can tell just how it feels.

It sounds bad when a man is out with a sick stomach the day after pay day. The stuff you get these days is terrible, isn't it, Mr. Zimmerman?

Jewelry Department

Miss Kiley is a regular political boss nowadays. She has been a Republican Committee-woman from her ward in the city and we hear that all the fights quieted down during her tenure of office. You might advise the Governor how to handle some of his difficult political situations, Miss Kiley.

We hear in this department that Mr. Brown spent a very pleasant vacation in Atlantic City, and the Frick Building Barber Shop.

Miss Olive Gorman is wearing a solitaire and expects to change her occupation to "house-keeper" some time next month. Even now she spends all of her lunch hours shopping and her evenings scrubbing and painting. We wager it is going to be a model home.

Mr. Charles Wagner, of the Watch Repair Department, has resigned to accept a position in other fields. We're sorry to lose him and wish him success in his new work.

"Topsy" Visits Kaufmann's

"Topsy", one of the Duncan Sisters of "Topsy and Eva" fame, visited our store when she was in Pittsburgh. She came into the Glove Department just at closing time, and was given much satisfactory service that she complimented Miss Griffin on her department, and said that the saleswoman who waited on her had fitted her better than anyone had for a long time. She also spoke commendably of the type of merchandise shown throughout the store.

"Topsy" is just as attractive off stage as behind the foot-lights, and the girls in the Glove Department are competent judges, for they saw her in both surroundings. Miss Duncan presented them with complimentary tickets and they had a dinner and theatre party. Anyone of them now would be a good press agent for the Duncan Sisters.

Miss Violet Flanders, of the Glove Department, who has been absent on account of illness for almost two months, is convalescing now. We are looking forward to having her with us soon again.



The last Saturday half-holiday was a mighty pleasant one for the girls who are kept busy answering the calls to "Atlantic 1000". Mrs. Parsons, chief operator, invited the members of her department to her home for dinner. The photograph of the group taken on the steps of Mrs. Parsons' home, shows how much the party was enjoyed.

The Telephone Department seemed to be under a lucky star at that time for the next Thursday evening, the operators were entertained by Mrs. De Coursey, formerly chief operator for "The Big Store".

Miss Sweeney spent her vacation in Chicago. While there, she visited Marshall Fields, and was very glad to have the opportunity to see how telephone service was handled in that large retail organization.

The Debutante Room

Have you visited the Debutante Room in the Fifth Floor Millinery department and looked through the curtains to see what was going on next door? The Debutante Room itself is well worth viewing and on the other side of the curtains is a beautiful room which is to be opened to the public (perhaps before this paper appears). After our curiosity was satisfied on that point, we turned back to the Debutante Room, and were impressed with the atmosphere of old-fashioned simplicity. The hardwood floors are made to imitate the very old well-worn floors and highly polished. The woodwork enameled in ivory forms an ideal background for the furniture. The rush bottom chairs, square tables, desk, hooked rugs, cotton prints, lamps,—each adds its bit to the beauty of early American decoration. With the addition of this room and the French Room, which will be opened soon, our Millinery department compares most favorably with the finest millinery shops in the country.

Book Department

Miss O'Brien, who has been absent from the store for several months on account of illness, is with us again. It certainly is nice to have her here again, and we hope she'll be feeling "fit as a fiddle" in a short time.

Miss Lasha is absent on account of illness. Our sympathy is with her and we trust that she will recover quickly.

Fifth Floor

The girls of the Millinery Workroom had a shower for Laura Atkinson (now Mrs. John McGrath) the evening of September 15. They are supposed to be very quiet and sedate, but the noise some of them made at the party wasn't at all quiet. Mary Herron can make an uproar all by herself and we found out that Freda is a regular song bird. Everybody had a merry time and the only regret was that the party had to stop.

Nellie didn't think that she had enough vacation, so pulled one over on us by motoring to Wheeling for a few days. What's the particular attraction in Wheeling?

To the About-to-Be-Brides: Don't fail to visit the Fifth Floor bridal section. Our expert bridal veil maker can fit you out in any style. "Minnie" knows all that's to be known about veils.

We're glad to have Miss McDonough back from her long stay at Bear Run. Miss Smith also is with us again and just as interested in selling fall millinery as she was in seeing the girls enjoy themselves at Bear Run.

We must say that Mr. Dunn is always on the job. He's equally glad to help employer, employee and customer, and does it with the pleasantest smile.

Speaking of Alice Eiles: "No, it's not natural. I saw her buying ten boxes of cosmetics the other day. Now she is asking for an extra size mirror."

Has anyone noticed the difference in Evelyn? She is taking swimming lessons now.

Miss McKenzie has such a pleasing personality, she just can't keep the young men away.

New faces are appearing in the department almost every few days. Miss Clark, Miss Hadley, Miss Martin, Miss Arnold, Miss Sullivan, Miss Van Husen and Miss Ferguson have been with us only a short time. We hope they like us and enjoy their work.

Drapery Department

The other evening Miss Strough was out riding through the country with her friend. They came upon a white object walking along the roadside. Miss Strough became frightened for fear it was a K. K. K. out for blood. Upon investigation it was found that said K. K. K. was none other than an elderly woman wearing a white mother-hubbard dress and sun-bonnet. We are surprised at you, Jane.

We are wondering why Mr. Mandel has taken a sudden notion to save money—better watch your step.

The Bobbed Hair craze seems to have hit our department of late—the climax was reached when Miss Callahan came in the other morning with her locks shorn—it looks fine, "Cal".

Talk about the "Village Vamp", they have nothing on Mrs. Rutter. You should see her in her new brown hat, tilted over one ear.

There has been much jest about "taking a bath once a year", whether you need it or not. Miss Harrison has just returned from Atlantic City, and we understand that she took her "Annual" in the Briny Deep.

58 Department regrets the transfer of Miss Sthele to 138. Good luck to you "L" in your new department.

Food vs. The People or Food for Thought

When the employees cafeteria was on the eighth floor it was the kind of place that . . . but let the shades of the departed rest in peace. We only recall it to you for sake of comparison.

Perhaps memories of that "beanery" cling so forcibly to some store people that they have no desire to make the acquaintance of our present restaurant for co-workers. Sad to relate, we know of many employees that have never paid it a business visit. We'll tell you about it, and even if this does not bring new-comers, it will give its present numerous patrons a new viewpoint for appreciation.

The employees cafeteria is organized on strictly a business basis. As such it realizes that it cannot induce customers on purely a sentimental basis. It competes more than favorably with the hundreds of restaurants outside the store.

—You dine in clean, well-lighted congenial surroundings that are cool in summer, warm in winter.

—The food is good and very reasonably priced.

—The soda fountain serves almost anything you would wish.

—There is a division for those who care to rest or dance to Victrola music after luncheon.

—There is a corner where men may smoke and read current publications.

—There is a piano that anyone who cares to may play.

—There is an atmosphere of "you've paid for your food, and you are entitled to as much and more facilities than are offered anywhere else."

To paraphrase a famous advertising slogan—"Try it as a change from your usual restaurant."

A Tale in Rhyme

We have a Fan in 54
Who informs us daily of the score,
He never attended
A Big League Game
But he keeps aroosting
Jut the same.
Labor Day, he was seen
Away out in the clover
Awaiting his chance to catch
One that was batted over.
To retrieve the ball
Would entitle him in—
So he patiently waited,
Determined and grim.
But alas and alack!
No ball came his way.
His exact disappointment
Would be guessing, to say.
But he heard all the noise,
And went home with a grin—
And told me by innings
Every play of the game.

Casual.

Testy-Monial

I never thought I could sing until I heard Henry Hunwald. Now I'm considering joining The Chicago Grand Opera Co.,

H. L. B.

TRANSFERS AND PROMOTIONS

Name	Dept.	Position	Dept.	Position
Claire Margol	250	Typist	230	Typist
T. Powers	SCont	Sales	175	Sales
Anna Mixie	NCont	Stock	230	Messenger
May Garlitz	530S	Sales	20	Sales
Rose Stein	530S	Stock & Sales	45	Sales
Bella Tenny	SCont	Sales	70	Sales
Elizabeth Bardine	25	Sales	28	Fitter & P. T. Sales
R. Lariso	230	Clerk	59H	Stock
Ruth Porter	SCont	Sales	28	Sales
Anna Calig	SCont	Sales	46	Sales
Edna M. Land.....	59H	Stock	210	Messenger
Florence Barley	62	Sales	8	Sales
Irene Gearing	240	Stenog & Tyist	267	Typist & Stenog.
A. McDermott	SCont	Sales	67	Sales
Ida McClain	SCont	Sales	127	Sales
Edward Weitz	152	Sales	144	Radio
Jos. E. Meyers.....	11	Sales	139	Sales

Tomorrow

Finish every day and be done with it. You have done what you could; some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day; you shall begin it well and serenely and with too high a spirit to be cumbered with your old nonsense.

—Emerson.